07906048

Rate Type



WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222

Billing: (407)389-7661

www.wesh.com

Billing Address:

GMMB

Attention: Accounts Payable

3050 K St, NW

Washington, DC 20007

Send Payment To:

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

09/24/12

Day Air Date

Spots: # Ch

09/30/12

-TWTF--

Air Time Description

Invoice #	Invoice Date	Invoice Month	Invoice Period
954882-1	09/30/12	September 2012	08/27/12 - 09/30/12

Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washingto	National

Estimate Number Advertiser **Product** Obama/D/President OBAMA/P/D 1844

Flight Dates Order # Alt Order #

954882

Billing Calendar Billing Type Deal# Cash Broadcast

Special Handling

09/25/12 - 10/01/12

IDB# Advertiser Code | Product Code 9912856 95 101

Agency Ref Advertiser Ref

Line	Start Date	End Date	e Descrip	tion	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
1	09/25/12 Class of Tir	09/28/12 ne - Pre-en	M-F Sur	nrise @6AM	6:00-7:00 AM	-TWTF	:30	3	\$950.00	NM	
	Weeks:	Start Date 09/24/12	End Date 09/30/12	MTWTFSS -TWTF	Spots/Week 3	<u>Rate</u> \$950.00					
	Spots: # Ch			<u> </u>		Start/End Time		h Ad-ID			Rate Type
				6:22 AM M-F Su	•	6:00-7:00 AM		O OFA12A113H			\$950.00 NM
				6:12 AM M-F St	ınrise @6AM	6:00-7:00 AM		O OFA12A113H			\$950.00 NN
	3 WE	ESHTh 0	9/27/12	6:28 AM M-F St	ınrise @6AM	6:00-7:00 AM	:3	0 OFA12Z128H			\$950.00 NN
2	2 09/25/12 Class of Tir	09/28/12 ne - Pre-en	*Early S	Sunrise @4:30A	M 430a-5am	-TWTF	:30	4	\$80.00	NM	
	Weeks:	Start Date 09/24/12	End Date 09/30/12		Spots/Week 4	<u>Rate</u> \$80.00	-	· 167			-
	Spots: # Ch	Day A	ir Date A	Air Time Descri	<u>otion</u>	Start/End Time	Lengt	<u>th</u> Ad-ID			Rate Type
	2 WE	ESHTu 0	9/25/12	4:49 AM *Early	Sunrise @4:30AM	430a-5am	:3	0 OFA12A113H			\$80.00 NN
	1 WE	ESHW 0	9/26/12	4:58 AM *Early	Sunrise @4:30AM	430a-5am	:3	0 OFA12A113H			\$80.00 NN
	3 WE	ESHTh 0	9/27/12	4:41 AM *Early	Sunrise @4:30AM	430a-5am	:3	0 OFA12P130H			\$80.00 NN
	4 WE	ESHF 0	9/28/12	4:50 AM *Early	Sunrise @4:30AM	430a-5am	:3	0 OFA12P130H		· · · · · · · · · · · · · · · · · · ·	\$80.00 NN
3	3 09/30/12 Class of Tir	09/30/12 ne - Pre-er	Sun 5-6		Sun 5-6a	S	:30	1	\$75.00	NM	
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	Spots: # Ch	Day A	Air Date A	Air Time Descri	<u>otion</u>	Start/End Time	Leng	th Ad-ID			Rate Type
	1 W	ESHSu 0	9/30/12	5:52 AM Sun 5-	6a	Sun 5-6a	:3	30 OFA12P130H			\$75.00 NM
4	1 09/29/12 Class of Tir	09/29/12 me - Pre-er	Sat Sur	nrise 6-8 AM	6:00-8:00 AM	S-	:30	3	\$300.00	NM	
	Weeks:	Start Date 09/24/12	End Date 09/30/12		Spots/Week 3	<u>Rate</u> \$300.00					
	Spots: # Ch	Day A	Air Date A	Air Time Descri	ption	Start/End Time	Leng	th Ad-ID			Rate Typ
	1 WI	ESHSa C	9/29/12	6:11 AM Sat Su	nrise 6-8 AM	6:00-8:00 AM	:3	30 OFA12Z128H			\$300.00 N
	3 WI	ESHSa C	9/29/12	7:23 AM Sat Su	nrise 6-8 AM	6:00-8:00 AM	:3	30 OFA12P130H			\$300.00 N
	2 WI	ESHSa C	9/29/12	7:54 AM Sat Su	nrise 6-8 AM	6:00-8:00 AM	- :	30 OFA12Z128H			\$300.00 N
5	5 09/25/12 Class of Tir	09/28/12 me - Pre-er	Kelly ar		AN9:00-10:00 AM	-TWTF	:30	4	\$650.00	NM	
	Weeks:	Start Date	End Date		Spots/Week	Rate				- 3	511 A-12-10-10-10-10-10-10-10-10-10-10-10-10-10-

\$650.00

Start/End Time

Length Ad-ID





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949 Invoice # Invoice Date Invoice Month Invoice Period 954882-1 09/30/12 September 2012 08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Obama/D/President	OBAMA/P/D	1844

12 09/25/12

09/28/12

M-F 6-6:30 PM

ww.wesh.com										
ww.wesn.com							Spots/			
ne Start Date	End Da	ate Desc	cription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
5 09/25/12 Class of T	09/28/1 me - Pre-	12 Kelly emptible wit	and Michael 9- th notice	10 AN9:00-10:00 AM	-TWTF Charles and	:30	4	\$650.00	NM	
Spots: # C		Air Date	Air Time Des	cription	Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	ESHTu	09/25/12		y and Michael 9-10 AM	9:00-10:00 AM	10.00	O OFA12A113H			\$650.00 NN
	ESHW	09/26/12		y and Michael 9-10 AM	9:00-10:00 AM		0 OFA12A113H			\$650.00 NN
	ESHTh	09/27/12	2 2	y and Michael 9-10 AM	9:00-10:00 AM	28.2	O OFA12P130H			\$650.00 NN
3 W	ESHF	09/28/12	9:39 AM Kell	y and Michael 9-10 AM	9:00-10:00 AM	:3	0 OFA12Z128H			\$650.00 NN
6 09/25/12 Class of T	09/28/1 me - Pre-	12 NBC emptible wit	Today Show II th notice	10AM-11AM	-TWTF	:30	4	\$625.00	NM	
Weeks:	Start Da 09/24/12				<u>Rate</u> \$625.00					
Spots: # C	h <u>Day</u>	Air Date	Air Time Des	cription	Start/End Time	Lengt	h Ad-ID			Rate Typ
2 W	ESHTu	09/25/12	10:57 AM NB	C Today Show II	10AM-11AM	:3	0 OFA12A113H			\$625.00 NN
3 W	ESHW	09/26/12	10:52 AM NB	C Today Show II	10AM-11AM	:3	0 OFA12A113H			\$625.00 NN
1 W	ESHTh	09/27/12	10:51 AM NB	C Today Show II	10AM-11AM	:3	0 OFA12Z128H			\$625.00 NI
4 W	ESHF	09/28/12		C Today Show II	10AM-11AM	:3	0 OFA12P130H			\$625.00 NM
7 09/25/12 Class of T	09/28/1	12 M-F emptible wi		12-12:12:00-12:30 PM	-TWTF	:30	3	\$350.00	NM	
Weeks:	Start Da				<u>Rate</u> \$350.00					
Spots: # C		Air Date	Air Time Des	1.70 p. 70 p	Start/End Time	Lena	th Ad-ID			Rate Typ
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	ESHW	09/26/12		NOON NEWS 12-12:30			30 OFA12A113H			\$350.00 N
3 VI			12.29 FIVI IVI-F	140014 14LVV0 12-12.30	12:00-12:30 PM		O OLYTENTION			
	ESHTh	09/27/12		NOON NEWS 12-12:30	12:00-12:30 PM 12:00-12:30 PM		30 OFA12A11311 30 OFA12P130H			\$350.00 NI
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8 09/25/12 Class of T Weeks: Spots: # C	09/28/1/2006 09/28/1/2006 09/24/1/2000 09/24/1/20000 09/24/1/2000 09/24/1/2000000000000000000000000000000000	09/27/12 12 KAT lediately Presente End D 2 09/30/ Air Date	12:00 PM M-F IE COURIC DA e-emptible withoute MTWTFS: //12 -TWTF Air Time Des	Y 2-3PM out notice S Spots/Week - 4 scription	12:00-12:30 PM -TWTF Rate \$175.00 Start/End Time	:30 Leng	4 th Ad-ID	\$175.00	NM	\$350.00 Ni
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:30

\$1,200.00

NM

M-F 6-6:30 PM

WESH



Invoice # Invoice Date Invoice Month Invoice Period 954882-1 09/30/12 September 2012 08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Obama/D/President	OBAMA/P/D	1844

www.wesh.com

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ne S	Start Dat	e End D	ate Desc	cription	Start/End Time	MTWTFSS Le	ngth W	eek	Rate	Type	
- · · · C	Class of	Time - Pre	emptible wit			- section of the provinces.	AND TO				
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		WESHW	09/26/12	6:24 PM M-F 6-		M-F 6-6:30 PM		A12A113			\$1,200.00 NM
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_	3 \	WESHF	09/28/12	6:24 PM M-F 6-	6:30 PM	M-F 6-6:30 PM	:30 OF	FA12P130	Н		\$1,200.00 NM
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S	pots: <u>#</u>	Ch <u>Day</u>	Air Date	Air Time Descrip	<u>ption</u>	Start/End Time	Length A	d-ID			Rate Type
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	09/25/12 Class of		12 M-F -emptible wi	Entertainment Ton	nigł7:00-730 PM	-TWTF	:30	4	\$1,500.00	NM	
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	4 \	WESHW	09/26/12	7:18 PM M-F Er	ntertainment Tonight	7:00-730 PM		FA12A113			\$1,500.00 NM
		WESHTh	09/27/12		ntertainment Tonight	7:00-730 PM		FA12Z128			\$1,500.00 NI
	1 '	WESHF	09/28/12	7:16 PM M-F E	ntertainment Tonight	7:00-730 PM	:30 0	FA12Z128	Вн		\$1,500.00 NI
	09/25/12 Class of		12 M-F -emptible wi	Access Hollywood th notice	Access Hollywood	/ -TWTF	:30	4	\$1,500.00	NM	
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		WESHTu	09/25/12		ccess Hollywood	Access Hollywood	an management	FA12A113			\$1,500.00 NI
	2	WESHW	09/26/12		ccess Hollywood	Access Hollywood		FA12A113			\$1,500.00 NI
	3 '	WESHTh	09/27/12		ccess Hollywood	Access Hollywood		FA12P130			\$1,500.00 NI
	4	WESHF	09/28/12	7:41 PM M-F A	ccess Hollywood	Access Hollywood	/ :30 0	FA12P130	Эн		\$1,500.00 N
	09/26/12 Class of		/12 Wed -emptible wi	NBC Prime L&O ith notice	SV Prime Other	W	:30	1	\$4,000.00	NM	
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	09/27/12 Class of		/12 NBC -emptible wi	Prime OFFICE/Paith notice	AR 9:00-10:00 PM	<u>T</u>	:30	1	\$2,800.00	NM	
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											φ2,000.00 ΙΝ
			/12 NFL -emptible wi		7:00P-8:00PM	S	:30	1	\$4,500.00	NM	
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V	Spots: #	09/24/ Ch <u>Day</u>	09/30	0/12S	1 iption	\$4,500.00		Ad-ID DFA12P13	Он	- 4	<u>Rate</u> <u>Ty</u> \$4,500.00 N





2 WESHSu 09/30/12

Payment Terms 30 Days

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

7:42 AM Sun Sunrise@6-8 AM

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 954882-1 | O9/30/12 | September 2012 | O8/27/12 - O9/30/12

Advertiser	Product	Estimate Number
Obama/D/President	OBAMA/P/D	1844

www.wesh.com

Line	Start Date	End Date	Description	on	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
20	09/30/12 Class of Tir	09/30/12 ne - Pre-emp	NFL otible with no	tice	8:00PM-conclusion		:30	1	\$10,000.00	NM	
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31	09/30/12 Class of Tir	09/30/12 me - Pre-emp		rise@6-8 AM otice	6:00-8:00 AM	S	:30	2	\$300.00	NM	
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	Spots: # Ch			Time Descrip	o <u>tion</u> Inrise@6-8 AM	Start/End Time 6:00-8:00 AM	-	<u>th Ad-ID</u> 30 OFA12Z	128н		<u>Rate</u> <u>Type</u> \$300.00 NM

Total Spots 53

6:00-8:00 AM

Gross Total

\$54,795.00

Agency Commission

:30 ОГА12Р13ОН

\$8,219.25

\$300.00 NM

Net Amount Due

\$46,575.75

DUPLINVOICE TE

Advertiser

Obama/D/President



WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222

Billing: (407)389-7661

Invoice #	Invoice Date	Invoice Month	Invoice Period
954882-2	10/07/12	October 2012	10/01/12 - 10/01/12

 Station
 Account Executive
 Sales Office
 Sales Region

 WESH
 Fran Berg
 Eagle-Washingt
 National

www.wesh.com

Billing Address:

GMMB

3050 K St, NW

Washington, DC 20007

Attention: Accounts Payable

Billing Calendar Billing Type Deal #
Broadcast Cash

Special Handling

Agency Ref Advertiser Ref

Send Payment To:
WESH
P O Box 26876
Lehigh Valley, PA 18002-6876
FIN# 59-3186949

1 WESHM

1 WESHM

10/01/12

Start Date

10/01/12

Class of Time - Pre-emptible with notice

Day Air Date

10/01/12

End Date

10/07/12

24 10/01/12

Weeks:

Spots: # Ch

10/01/12 10:52 AM NBC Today Show II

MTWTFSS

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Air Time Description

M-F NOON NEWS 12-12:12:00-12:30 PM

12:13 PM M-F NOON NEWS 12-12:30

Spots/Week

1

Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
10/01/12 Class of Tim	10/01/12 ne - Pre-emp	M-F 5-6 PM ROT tible with notice	5:00-6:00 PM	M	:30	1	\$900.00	NM	
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10/01/12 Class of Tim	10/01/12 ne - Immedia	*Early Sunrise @4:30	AM 430a-5am t notice	M	:30	1	\$40.00	NM	
Veeks: pots: <u>#</u> Ch 1 WE				<u>Rate</u> \$40.00 <u>Start/End Time</u> 430a-5am			30н		<u>Rate</u> <u>Type</u> \$40.00 NM
10/01/12 Class of Tin	10/01/12 ne - Pre-emp	Kelly and Michael 9-1	0 AN9:00-10:00 AM	M	:30	1	\$600.00	NM	
Veeks: Spots: <u>#</u> Ch 1 WE				Rate \$600.00 <u>Start/End Time</u> 9:00-10:00 AM			28н		<u>Rate</u> <u>Type</u> \$600.00 NM
10/01/12 Class of Tin	10/01/12 ne - Pre-emp	NBC Today Show II otible with notice	10AM-11AM	M	:30	1	\$600.00	NM	
Veeks:	Start Date 10/01/12	End Date MTWTFSS 10/07/12 M Date Air Time Desc	Spots/Week 1	<u>Rate</u> \$600.00 Start/End Time	Longi	h Ad ID			Rate Type
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10AM-11AM

Rate

Start/End Time

12:00-12:30 PM

\$400.00

:30 OFA12P130H

:30 OFA12Z128H

\$400.00

NM

:30

Length Ad-ID

\$600.00 NM

Rate Type

\$400.00 NM





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 954882-2 | 10/07/12 | October 2012 | 10/01/12 - 10/01/12

Advertiser	Product	Estimate Number			
Obama/D/President	OBAMA/P/D	1844			

www.wesh.com

						Spots/			
ne Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
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25 10/01/12 Class of T	10/01/12 Time - Immedi	KATIE COURIC DAY ately Pre-emptible without		M	:30	1	\$200.00	NM	
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26 10/01/12 Class of T	10/01/12 Fime - Pre-em	M-F 3-4 PM ptible with notice	3:00-4:00 PM	M	:30	1	\$600.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS M	Spots/Week 1	<u>Rate</u> \$600.00					
	Ch <u>Day Air</u> VESHM 10	<u>r Date</u> <u>Air Time</u> <u>Descr</u> /01/12 3:54 PM M-F 3		Start/End Time 3:00-4:00 PM		<u>h Ad-ID</u> 0 0FA12Z12	!8н		<u>Rate</u> <u>Typ</u> \$600.00 Ni
27 10/01/12 Class of T		M-F 4-5 PM NEWS ptible with notice	M-F 4-5 PM	M	:30	1	\$750.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS 10/07/12 M	Spots/Week	Rate \$750.00					
Spots: # C			ription	Start/End Time	Leng	th Ad-ID			Rate Typ
1 V	VESHM 10	/01/12 4:28 PM M-F 4	I-5 PM NEWS	M-F 4-5 PM	:3	0 OFA12P13	30н		\$750.00 NI
28 10/01/12 Class of T	10/01/12 Time - Pre-em	M-F 6-6:30 PM ptible with notice	M-F 6-6:30 PM	M	:30	1	\$1,200.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS 10/07/12 M	Spots/Week 1	Rate \$1,200.00					
		r Date Air Time Desc		Start/End Time		th Ad-ID	20		Rate Typ
1 V	VESHM 10	0/01/12 6:29 PM M-F 6	5-6:30 PM	M-F 6-6:30 PM	::	30 OFA12P13	30H		\$1,200.00 N
29 10/01/12 Class of T		M-F Entertainment To ptible with notice	onigł7:00-730 PM	M	:30	1	\$1,600.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS 10/07/12 M	Spots/Week 1	<u>Rate</u> \$1,600.00					
Spots: # 0			<u>ription</u>	Start/End Time		th Ad-ID			Rate Typ
1 V	VESHM 10	0/01/12 7:25 PM M-F E	Entertainment Tonight	7:00-730 PM	::	30 OFA12Z12	28н		\$1,600.00 N
30 10/01/12 Class of 7	10/01/12 Time - Pre-em	ptible with notice	d Access Hollywood	I / M	:30	1	\$1,600.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS 10/07/12 M	Spots/Week 1	<u>Rate</u> \$1,600.00					
Spots: # 0				Start/End Time		th Ad-ID			Rate Typ
1 V	WESHM 10	0/01/12 7:46 PM M-F /	Access Hollywood	Access Hollywo	ood / :	30 OFA12P1	30н		\$1,600.00 N
				Total Spots		12			

Payment Terms 30 Days

Gross Total \$14,490.00

Agency Commission

\$2,173.50

Net Amount Due

\$12,316.50